

CLAIMS

What is claimed:

1. A method operating on a client computer for loading a markup language document, said method comprising the steps of:
 - receiving said document comprising a plurality of tags, at least one of said tags being a custom tag;
 - 5 parsing said document to determine if certain of said plurality is said custom tag;
 - associating executable instructions with said custom tag if said custom tag is present;
 - 10 executing said instructions; and
 - rendering said document on a display device.
2. The method of claim 1 wherein said markup language is HTML.
3. The method of claim 1 wherein the step of associating executable instructions further includes inserting said instructions into said document at a location of said custom tag.
- 15 4. The method of claim 1 wherein said document is received over the Internet.
5. The method of claim 1 wherein the step of rendering further comprises using a browser.
6. A method for creating and providing a markup language document to a network, said method comprising the steps of:
 - 20 loading said document into a memory, said document containing conventional tags and at least one custom tag, said custom tag associated with

machine-executable instructions resident on a receiving computer in communication with said network;

said receiving computer identifying said custom tag and inserting said machine-executable instructions into said document at a location associated with said custom tag; and

providing said document to said receiving computer over said network.

7. The method of claim 6 wherein said markup language is HTML.
8. The method of claim 6 wherein said receiving computer is a client computer.
9. The method of claim 6 further comprising a server providing said document to said network.
10. The method of claim 6 wherein said network is an Internet protocol (IP) network.
11. The method of claim 6 wherein said receiving computer renders said document on a display device using a browser.
12. An apparatus for receiving a markup language document containing a plurality of tags over a network, said apparatus comprising:
 - a display device for presenting information to a user;
 - a browser operatively connected with said display device for parsing said document, said plurality of tags being made up of a first subset comprised of custom tags associated with function-executable instructions and a second subset comprised of conventional tags, said browser for detecting said custom tags and said conventional tags;

a memory storing a first set of machine-readable instructions for operating said browser and further storing a second set of machine-readable instructions for implementing said function-executable instructions; and

5 a processor communicatively associated with said memory and said display device, said processor capable of executing said first and second set of machine-readable instructions.

13. The apparatus of claim 12 wherein implementing said function-executable instruction further comprises inserting said function-executable instruction into said document at a location associated with at least one member of said first
10 subset.

14. A computer-readable data transmission containing information about a markup language document, said data transmission for conveyance over a network to a receiving computer, said transmission comprising:

15 machine-readable executable instructions for parsing a conventional tag by a browser operating on said receiving computer, said conventional tag further associated with an instruction made available to said browser by said parsing;

machine-readable executable instructions comprising content, said content for rendering information to a user of said receiving computer; and

20 machine-readable executable instructions for a custom tag, said custom tag for instructing said browser to insert functional executable instructions into said document at a location associated with said custom tag, said functional instructions for performing an operation on said receiving computer.

15. The computer-readable data transmission of claim 14 wherein said markup
25 language document is an HTML document.

16. The computer-readable data transmission of claim 14 wherein said network is an Internet Protocol (IP) network.
17. A computer program product provided on a computer-readable medium for instructing a processor to perform operations associated with parsing a markup language document containing a plurality of tags, said computer program product comprising:
- 5 instructions for receiving said markup language document;
instructions for identifying a custom tag in said document;
instructions for processing said custom tag;
10 instructions for associating said custom tag with function-executable instructions.
instructions for instructing said processor to insert said function-executable instructions into said document at a location associated with said custom tag; and
15 instructions for making said document available to a display device.
18. The computer program product of claim 17 wherein said markup language document is an HTML document.
- 20 19. The computer program product of claim 17 whereas said display device is associated with a client device.
20. The computer program product of claim 17 wherein said network is an Internet Protocol (IP) network.
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